

Station KOB-TV ALBUQUERQUE, NM.
Advertiser () HEINRICH FOR NM-1
Product MARTIN HEINRICH
Estimate# 2200
Buyer Cathie Herrick
Phone#
Fax#

Agency () BUYING TIME
650 MASSACHUSETTS AVE,N.W., SUITE 210
WASHINGTON, DC 20001
Agency C/P1/P2/E 33-4/332/2200
Flight Dates 08/14/2012 - 08/22/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () MELISSA PALOMBO
Salesperson Phone# 215-344-1811
Salesperson FAX#

--- CONTRACT COMMENT ---

MARTIN HEINRICH FOR SENATE SC=*

--- REMARKS ---

THIS IS A NEW POLITICAL ORDER
MARTIN HEINRICH FOR SENATE
TOTAL = \$16,965
PLS. CONF. ASAP
THANKS
THERESA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
Rating: 4.7	1	TU	6A-7A	EYEWITNESS NEWS 4 TODAY	:30	\$425.00	08/14-08/14	1	1	1	\$425.00	---
Rating: 4.7	2	W	6A-7A	EYEWITNESS NEWS 4 TODAY	:30	\$425.00	08/15-08/15	1	1	1	\$425.00	---
Rating: 4.7	3	TH	6A-7A	EYEWITNESS NEWS 4 TODAY	:30	\$425.00	08/16-08/16	1	1	1	\$425.00	---
Rating: 4.7	4	F	6A-7A	EYEWITNESS NEWS 4 TODAY	:30	\$425.00	08/17-08/17	1	1	1	\$425.00	---
Rating: 4.7	5	M	6A-7A	EYEWITNESS NEWS 4 TODAY	:30	\$425.00	08/20-08/20	1	1	1	\$425.00	---
Rating: 4.7	6	TU	6A-7A	EYEWITNESS NEWS 4 TODAY	:30	\$425.00	08/21-08/21	1	1	1	\$425.00	---
Rating: 4.7	7	W	6A-7A	EYEWITNESS NEWS 4 TODAY	:30	\$425.00	08/22-08/22	1	1	1	\$425.00	---

Printed: 08/10/2012 2:31 PM
Last Received: 08/10/2012 1:27 PM
Showing Buylines: All Lines

Traffic Order#

Rep Order#	6840766	Ver#	1	Status	New
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---	19	TU	12P-1P	EYEWITNESS NEWS 4 @ NOON	:30	\$175.00	08/21-08/21	1	1	1	\$175.00	-----
Rating: 3.4												
Rating: 5.2												
	20	TU	530P-6P	NBC NIGHTLY NEWS	:30	\$425.00	08/14-08/14	1	1	1	\$425.00	
Rating: 5.2												
	21	W	530P-6P	NBC NIGHTLY NEWS	:30	\$425.00	08/15-08/15	1	1	1	\$425.00	
Rating: 5.2												
	22	TH	530P-6P	NBC NIGHTLY NEWS	:30	\$425.00	08/16-08/16	1	1	1	\$425.00	
Rating: 5.2												
	23	M	530P-6P	NBC NIGHTLY NEWS	:30	\$425.00	08/20-08/20	1	1	1	\$425.00	
Rating: 5.2												
	24	TU	530P-6P	NBC NIGHTLY NEWS	:30	\$425.00	08/21-08/21	1	1	1	\$425.00	
Rating: 5.2												
	25	W	530P-6P	NBC NIGHTLY NEWS	:30	\$425.00	08/22-08/22	1	1	1	\$425.00	
Rating: 5.2												
	26	TU	5P-530P	EYEWITNESS NEWS @ 5PM	:30	\$425.00	08/14-08/14	1	1	1	\$425.00	
Rating: 4.3												
	27	W	5P-530P	EYEWITNESS NEWS @ 5PM	:30	\$425.00	08/15-08/15	1	1	1	\$425.00	
Rating: 4.3												
	28	F	5P-530P	EYEWITNESS NEWS @ 5PM	:30	\$425.00	08/17-08/17	1	1	1	\$425.00	
Rating: 4.3												
	29	M	5P-530P	EYEWITNESS NEWS @ 5PM	:30	\$425.00	08/20-08/20	1	1	1	\$425.00	
Rating: 4.3												

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	30	TU	5P-530P	EYEWITNESS NEWS @ 5PM	:30	\$425.00	08/21-08/21	1	1	1	\$425.00	
Rating: 4.3												
	31	W	6P-630P	EYEWITNESS NEWS @ 6PM	:30	\$500.00	08/15-08/15	1	1	1	\$500.00	
Rating: 5.0												
	32	TH	6P-630P	EYEWITNESS NEWS @ 6PM	:30	\$500.00	08/16-08/16	1	1	1	\$500.00	
Rating: 5.0												
	33	M	6P-630P	EYEWITNESS NEWS @ 6PM	:30	\$500.00	08/20-08/20	1	1	1	\$500.00	
Rating: 5.0												
	34	SU	5P-530P	EYEWITNESS NEWS AIRS SUN 430-5P SE	:30	\$275.00	08/19-08/19	1	1	1	\$275.00	
Rating: 2.4												
	35	TU	630P-7P	EYEWITNESS NEWS @ 630P	:30	\$500.00	08/14-08/14	1	1	1	\$500.00	
Rating: 4.3												
	36	TH	630P-7P	EYEWITNESS NEWS @ 630P	:30	\$500.00	08/16-08/16	1	1	1	\$500.00	
Rating: 4.3												
	37	M	630P-7P	EYEWITNESS NEWS @ 630P	:30	\$500.00	08/20-08/20	1	1	1	\$500.00	
Rating: 4.3												
	38	TU	630P-7P	EYEWITNESS NEWS @ 630P	:30	\$500.00	08/21-08/21	1	1	1	\$500.00	
Rating: 4.3												
	39	TU	1035P-1135P	TONIGHT SHOW WITH JAY LENO	:30	\$245.00	08/14-08/14	1	1	1	\$245.00	
Rating: 3.0												
	40	W	1035P-1135P	TONIGHT SHOW WITH JAY LENO	:30	\$245.00	08/15-08/15	1	1	1	\$245.00	
Rating: 3.0												

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	41	TU	9A-10A	TODAY SHOW 2	:30	\$200.00	08/14-08/14	1	1	1	\$200.00	
Rating: 2.8												
	42	W	9A-10A	TODAY SHOW 2	:30	\$200.00	08/15-08/15	1	1	1	\$200.00	
Rating: 2.8												
	43	TH	9A-10A	TODAY SHOW 2	:30	\$200.00	08/16-08/16	1	1	1	\$200.00	
Rating: 2.8												
	44	M	9A-10A	TODAY SHOW 2	:30	\$200.00	08/20-08/20	1	1	1	\$200.00	
Rating: 2.8												
	45	TU	9A-10A	TODAY SHOW 2	:30	\$200.00	08/21-08/21	1	1	1	\$200.00	
Rating: 2.8												
	46	W	9A-10A	TODAY SHOW 2	:30	\$200.00	08/22-08/22	1	1	1	\$200.00	

---REPORT TOTALS---
Report Totals: 46 / \$16,965.00

---SALES MONTHLY TOTALS---

Aug 12: 46 / \$16,965.00
Sales Totals: 46 / \$16,965.00
Station Totals: 46 / \$16,965.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$33,193	CABL 0%	KASA 0%	KASY 0%	KLUZ 0%	KOAT 0%
		KOB 51%	KRQE 47%	KTEL 0%	KWBQ 0%	

---COMPETITIVE COMMENTS---

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SHARES ESTIMATED

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE